

In the Claims:

1 Claim 1 (currently amended): A computer program product for enabling television ("TV")  
2 commerce to generate additional revenue streams, said program product embodied on computer  
3 readable media readable by one or more computing systems in an interactive television  
4 environment having a connection to a computer network and comprising:

5 computer-readable program code means for initiating a TV commerce transaction

6 purchase by a consumer using said interactive television environment, wherein said transaction  
7 pertains to an offering of a merchant;

8 computer-readable program code means for gathering TV context information related to

9 said purchase transaction; and

10 computer-readable program code means for including said gathered context information in

11 a payment protocol message corresponding to said purchase transaction;

12 computer-readable program code means for sending said payment protocol message to a

13 payment processor that processes payments for said merchant, to initiate said consumer's

14 payment to said merchant for said transaction;

15 computer-readable program code means for receiving said sent payment protocol message

16 at said payment processor; and

17 computer-readable program code means, responsive to said receiving, for automatically

18 allocating a portion of said consumer's payment to one or more TV originators identified by said

19 included context information and reducing an amount of said payment to be paid to said merchant

20 by said automatically allocated portion.

Claims 2 - 6 (canceled)

Claim 7 (currently amended): The computer program product according to Claim 6 1, wherein  
said computer-readable program code means for automatically allocating using said included  
context information further comprises:

computer-readable program code means for extracting an identification of each of said one  
or more TV originators from said included context information; and

computer-readable program code means for determining said portion to be allocated using  
allocating a predetermined percent percentage of said payment, for to each of said identified TV  
originators.

Claim 8 (currently amended): The computer program product according to Claim 7 1, further  
comprising computer-readable program code means for sending said included context information  
from said payment processor acquiring bank to at least one of said one or more identified TV  
originators.

Claims 9 - 19 (canceled)

Claim 20 (currently amended): A system for enabling television (“TV”) commerce to generate  
additional revenue streams in an interactive television environment, said environment having a  
connection to a computer network and said system comprising:

means for initiating a TV commerce purchase transaction by a consumer using said

5           interactive television environment, wherein said transaction pertains to an offering of a merchant;  
6           means for gathering TV context information related to said purchase transaction; and  
7           means for including said gathered context information in a payment protocol message  
8           corresponding to said purchase transaction;  
9           means for sending said payment protocol message to a payment processor that processes  
10          payments for said merchant, to initiate said consumer's payment to said merchant for said  
11          transaction;  
12          means for receiving said sent payment protocol message at said payment processor; and  
13          means, responsive to said receiving, for automatically allocating a portion of said  
14          consumer's payment to one or more TV originators identified by said included context  
15          information and reducing an amount of said payment to be paid to said merchant by said  
16          automatically allocated portion.

Claims 21 - 25 (canceled)

1           Claim 26 (currently amended): The system according to Claim 25 20, wherein said means for  
2           automatically allocating using said included context information further comprises:  
3           means for extracting an identification of each of said one or more TV originators from  
4           said included context information; and  
5           means for determining said portion to be allocated using allocating a predetermined  
6           percent percentage of said payment, for to each of said identified TV originators.

1       Claim 27 (currently amended): The system according to Claim 26 20, further comprising means  
2       for sending said included context information from said payment processor acquiring bank to at  
3       least one of said one or more identified TV originators.

*A8*  
Claims 28 - 38 (canceled)

1       Claim 39 (currently amended): A method for enabling television ("TV") commerce to generate  
2       additional revenue streams in an interactive television environment, said environment having a  
3       connection to a computer network and said method comprising the steps of:

4               initiating a TV commerce transaction purchase by a consumer using said interactive  
5       television environment, wherein said transaction pertains to an offering of a merchant;  
6               gathering TV context information related to said transaction purchase; and  
7               including said gathered context information in a payment protocol message corresponding  
8       to said purchase transaction;  
9               sending said payment protocol message to a payment processor that processes payments  
10      for said merchant, to initiate said consumer's payment to said merchant for said transaction;  
11      receiving said sent payment protocol message at said payment processor; and  
12      responsive to said receiving, automatically allocating a portion of said consumer's  
13      payment to one or more TV originators identified by said included context information and  
14      reducing an amount of said payment to be paid to said merchant by said automatically allocated  
15      portion.

Claims 40 - 44 (canceled)

1 Claim 45 (currently amended): The method according to Claim 44 39, wherein said step of  
2 ~~automatically allocating using said included context information~~ further comprises the steps of:

3 extracting an identification of each of said one or more TV originators from said included  
4 context information; and

5 determining said portion to be allocated using allocating a predetermined percent  
6 percentage of said payment, for to each of said identified TV originators.

1 Claim 46 (currently amended): The method according to Claim 45 39, further comprising the step  
2 of sending said included context information from said payment processor acquiring bank to at  
3 least one of said one or more identified TV originators.

Claims 47 - 57 (canceled)

1 Claim 58 (new): The method according to Claim 39, wherein said payment processor is an  
2 acquiring bank.

1 Claim 59 (new): The method according to Claim 39, further comprising the step of sending said  
2 included context information from said payment processor to said merchant.